What is Claimed:

1-5.   (Canceled)

6.   (Previously Presented) An apparatus comprising: a terminal, said terminal having a first memory into which content is receivable, a second memory and a user interface operatively associated with said first memory and said second memory, such that a set of operations of said user interface in relation to said content received into said first memory is permitted by reference to said content, at least one of said operations permitted by said content being a transfer of said content to said second memory, wherein a set of operations of said user interface in relation to said content when received into said second memory is similarly permitted by reference to said content, said content being associated with at least three levels of content control.

7.   (Previously Presented) An apparatus as claimed in claim 6, further wherein said user interface is operable to identify indicia associated with said content said permitted set of operations being determined therefrom.

8.   (Previously Presented) An apparatus as claimed in claim 6, wherein said first memory provides temporary storage of said content.

9-17.   (Canceled)

18.   (Previously Presented) A machine-readable medium comprising computer-executable code that, when executed, provides a user interface for a terminal wherein the interface is operable in accordance with an indicia associated with content received by the terminal, said indicia being representative of one of at least three pre-determined levels of control of content, to permit operations available to a user of said terminal in relation to said content, one of said operations when permitted including the transfer of said content from volatile storage, into which content is received from a network, to user accessible storage.

19-24. (Canceled)

25.   (Previously Present) An apparatus as claimed in Claim 7, wherein said first memory provides temporary storage of said content.

26 – 35 (Canceled)

36.   (Previously Presented)   A machine-readable medium in accordance with claim 18, wherein said content and said indicia corresponding to said content are included in a datagram.

37.   (Previously Presented)   A machine-readable medium in accordance with claim 18, wherein said indicia is a bit included in said datagram that has been set to a predetermined state.

38 – 40 (Canceled)

41.   (Previously Presented) An apparatus according to claim 6, wherein a first level of control permits rendering of said content but does not permit saving or forwarding of said content.

42.   (Previously Presented) An apparatus according to claim 6, wherein a second level of control permits rendering of said content and transfer of said content to said second memory but does not permit forwarding said content.

43.   (Previously Presented) An apparatus according to claim 6, wherein said third level of control permits rendering of said content, transfer of said content to said second memory, and forwarding of said content.

44.   (Previously Presented) An apparatus according to claim 6, said content comprising a ringtone.

45.   (Previously Presented) A machine-readable medium according to claim 18, wherein a first level of control permits rendering of said content but does not permit saving or forwarding of said content.

46.   (Previously Presented) A machine-readable medium according to claim 18, wherein a second level of control permits rendering of said content and transfer said content to said user accessible storage but does not permit forwarding said content.

47.   (Previously Presented) A machine-readable medium according to claim 18, wherein a third level of control permits rendering of said content, transfer of said content to said user accessible storage, and forwarding of said content.

48.   (Previously Presented) A machine-readable medium according to claim 18, said content comprising a ringtone.

49.   (Previously Presented) An apparatus comprising:

a terminal, said terminal having a first memory into which content is receivable, a second memory and a user interface operatively associated with said first memory and said second memory, such that a set of operations of said user interface in relation to said content received into first memory is permitted by reference to said content, said user interface being operable to identify indicia associated with said content, at least one of said operations being a transfer of said content to said second memory when permitted with reference to said indicia, said indicia signifying one of at least three levels of control.

50.   (Previously Presented) An apparatus according to claim 49, wherein a first level of control permits rendering of said content but does not permit saving or forwarding of said content.

51.   (Previously Presented) A machine-readable medium comprising computer-executable code that, when executed, provides a user interface for a terminal, wherein the interface is operable in accordance with an indicia associated with content received by the terminal, said indicia being representative of one of at least three pre-determined levels of control of said content to permit operations available to a said user of said terminal in relation to said content, one of said operations when permitted including the transfer of said content from a first memory into which content is received to a second memory.

52.   (Previously Presented) machine-readable medium according to claim 50, wherein a first level of control permits rendering of said content but does not permit saving or forwarding of said content.